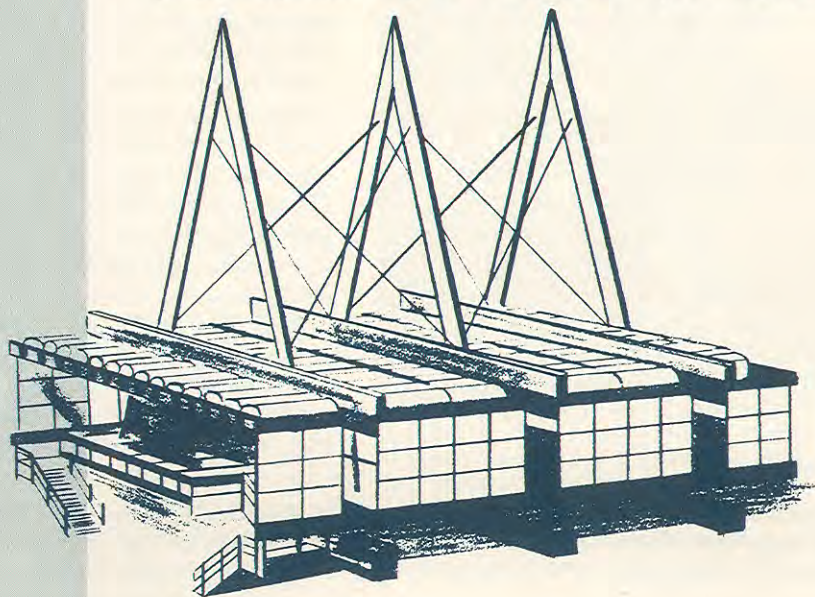




# austrian pavilion

april 26, 1963

*GROUND BREAKING AT THE NEW YORK WORLD'S FAIR 1964-1965*



Excerpts from transcriptions of remarks by Austrian and World's Fair officials at groundbreaking ceremonies for the Austrian Pavilion, New York World's Fair, Friday, April 26, 1963.

RICHARD C. PATTERSON: [Chief of Protocol]: Mr. Consul General, Mr. Commissioner General, Governor Poletti and ladies and gentlemen. This groundbreaking ceremony for the Austrian Pavilion is of very great importance to all of us. When it rises on this site it will stand as a symbol of a country rich in historical and cultural traditions. It will also serve to remind us of the great progress that has been made by Austria since the end of the last World War.

The first speaker is the vice president of the World's Fair in charge of International Affairs and Exhibits, former governor of the state of New York, the Honorable Charles Poletti.

THE HONORABLE CHARLES POLETTI: Commissioner General, Commander Markhof, Consul General Willfort, my good friend Mr. Spitz and officials of the World's Fair. We are very happy indeed to have Austria among our international participants. We hope that the millions of visitors that will come here will appreciate the glories of the culture and traditions of that country, and also get to understand and appreciate and admire something that's unique in the world, that *gemuehlich* spirit of Austria. We are delighted to participate in this very significant occasion. Thank you.

RICHARD PATTERSON: Thank you very much Governor. Our next speaker is one of Austria's most prominent business executives, president of the American Chamber of Commerce in Austria, and head of the Vienna Chamber of Commerce and other organizations. Let me present him. He's the Austrian Commissioner General to the World's Fair, the Honorable Manfred von Mautner-Markhof.

THE HONORABLE CONSUL MANFRED VON MAUTNER-MARKHOF: Mr. President, Consul General, Governor Poletti, Ambassador Patterson, ladies and gentlemen. As Austrian Commissioner General for the New York World's Fair 1964-1965, I take great pleasure

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**Cover:** Artist's rendering of Austrian Pavilion which will be "A" shaped in design, to symbolize Austria as a land of mountains and tourism, and constructed of wood to symbolize the richness of the timber and industry. Mr. Gustav Peichl of Austria and Pisani and Carlos of New York are the architects and The Displayers, Inc. act as coordinators.



in welcoming you to the site of the Austrian exhibit. I want to thank you for joining us, for your interest in our project. I am pleased to bring you the greetings of all the officers and directors of the Institute of Economic Development of the Austrian Federal Economic Chamber, the agency in charge of planning and running our pavilion.

Even though our efforts cannot be interpreted as official participation by the Republic of Austria, it will be a participation of the entire economy of Austria. You will easily realize that in organizing our project in the way that we have, we want to contribute to the success of this great Fair, and we want to demonstrate once more the friendly relationship we have maintained with your wonderful country and population for many many years.

We Austrians love to take advantage of every opportunity to widen and to strengthen our international relations because we firmly believe that mutual understanding and personal contact are a most important basis for harmonious and peaceful life of all people in this world. We shall attempt to bring our country, situated in the heart of Europe, close to all Americans who have not yet seen it themselves. We want to convey to the American public not only some of Austria's beauty but we want to give an image of our accomplishments, and of our abilities in the economic field as well as in the fine arts.

We realize of course that the true strength of a small country lies not so much in industrial mass production but in satisfying the idealistic demands and supplying the



A bulldozer breaks ground for the Pavilion of Austria. Left to right: Commissioner General of Austria, Consul Manfred von Mautner-Markhof (in bulldozer); Governor Charles Poletti, vice president, International Affairs and Exhibits at the Fair; Miss Elfriede Mundl of the Austrian Institute in New York; and Mr. Robert Moses, Fair president.



Mr. Otto M. Spitz, Austrian trade delegate in the United States (left), is presented with a Fair medallion by Mr. Robert Moses, Fair president.

finest quality. We are proud to state this has always been well-received in the American market. We therefore believe that our not too large presentation in the Fair should be put under the heading of "made especially for you by Austria."

Today's ceremony is for all of us a milestone on our road toward becoming an active member of the World's Fair community. A road, if I may say so, we are following with much sincerity and devotion. This is especially true with respect to our trade delegate and representative here in New York, Mr. Otto Spitz, who has done a wonderful job in assisting us in our endeavor here, and also in respect to our chief architect from Vienna, Mr. Gustav Peichl.

He's a representative of the younger generation of architects who has not forgone any effort or time in order to create an original and appealing pavilion. The Austrian Pavilion symbolizes the meaning of Austria through the use of frames in the shape of the capital letter "A." Our pavilion is prefabricated in Austria, and it is made of wood, a typical Alpine building material.

Permit me also to thank all the people and organizations in the United States which have helped us so efficiently: first of all Mr. President, Governor, and all the capable and efficient members of your staff. Let me assure you that your cooperation not only with the Austrian sponsors, but also with our associated firms, as for example our New York coordinators, The Displayers Inc., and the architects, Pisani and Carlos, is highly appreciated. We are aware of



the fact that our success depends on your continued assistance and cooperation.

With this groundbreaking ceremony, we are expressing our desire that Austria's efforts in this Fair shall bring us additional friends in the United States of America, and contribute to your success, Mr. President, and your distinguished associates as much as to our own. Thank you.

RICHARD PATTERSON: Thank you Mr. Commissioner General. Since November 1962 we have been fortunate in having our next speaker living right here in New York City. A prominent lawyer and industrialist, he joined the Austrian diplomatic service in 1957, and served in various positions in Vienna and abroad. I am honored to give you the Consul General of Austria in New York, the Honorable Johannes Willfort.

CONSUL GENERAL JOHANNES WILLFORT: Mr. President, Mr. Governor, Mr. Commissioner and dear friend, ladies and gentlemen. I have also been asked to say some words at this groundbreaking, and I have accepted with great pleasure, notwithstanding that for reasons you all know, and which reflect our respect for international obligations, my country has not been in a position to participate officially in the World's Fair. However, we are happy that a solution could be found similar to that applied by several other countries in an analogous situation.

The pavilion to be erected by the Austrian Chamber of Commerce will endeavor to reflect, very comprehensively,

as we have just heard, all of the Austrian economy. And it intends, moreover, to present to the public the entire image of modern, of today's Austria — which is, we believe, somewhat different from what generally is the basic, the "classic" image of Austria in the minds of the average public.

Austria is synonymous to everybody, has he been on a visit to Austria or not, with wonderful landscapes, high peaks, with snow and glaciers in the Alps, a multitude of lakes and gentle undulated hills and so forth, inviting the tourist to relax completely in summer and in winter. Austria is, of course, especially well-known for her culture, her artistic treasures of the past, be it in form of baroque palaces and churches, or in the realm of music — I need only mention Mozart or Haydn.

These aspects are very important ones indeed, we are rather proud of them and we do cherish them. But there is still another side, especially important for Austria's existence: the economic field. Austria has developed into a highly industrialized country with very fine, skilled labor. The achievements of Austrian industry of today, too, will find their due place in this pavilion.

To present in the overall picture of Austria all this: culture, tradition, history, beautiful scenery and pleasant life, as well as the economic achievements and stability on a geographically and politically difficult and sensitive spot, has been the permanent endeavor of Austrian representatives abroad. And it is, therefore, most gratifying to feel



The Honorable Johannes G. Willfort, Consul General of Austria (left), receives a Fair medallion, presented by Mr. Robert Moses, Fair president.

that the pavilion which is going to stand here in the near future, will reflect the complete image of modern Austria, and will, consequently, be a most valuable contribution toward explaining Austria to the world.

To conclude, I should like to tender my best wishes to the distinguished Commissioner General and his associates for a successful work. I am confident that their efforts, with the cooperation and assistance of you, Mr. President, of you Mr. Governor, and of your efficient staff, which, I am sure, you will give them to the largest possible extent, will make the pavilion a real success. Thank you.

RICHARD PATTERSON: Thank you very much Mr. Consul General. Before presenting the final speaker I should like to ask the following to take a bow: the national architect for the Austrian Pavilion, Mr. Gustav Peichl; his two New York associate architects, Mr. Frank Pisani and Mr. John Carlos.

Now ladies and gentlemen and distinguished guests, I give you the President of the New York World's Fair, the Honorable Robert Moses.

ROBERT MOSES: I don't know what some of us for our bearings would do without the proper instruction. Dick Patterson tells us what to do in foreign company and Charlie Poletti is a sort of roving Berlitz School. He taught us just enough to get by. We could say: *Je ne peu pas parler Français, mais je comprend tous*, or *io non posso parlare Italiano ma posso comprendere tutto*, or *Wir können auch geläufig deutsch sprechen*. That just about



ends our talent.

But seriously, I am much impressed with the argument, the statement that you don't necessarily have to have a lot of acreage and a very big building to present something that's significant to the visitors to the Fair. Now as one of the speakers here said, you are not going to turn out as many motor cars or anything else as General Motors or Ford or Chrysler, or it's not an assembly line country — you have culture; you have scenery; you have the arts, and they can be presented very attractively in a small compass.

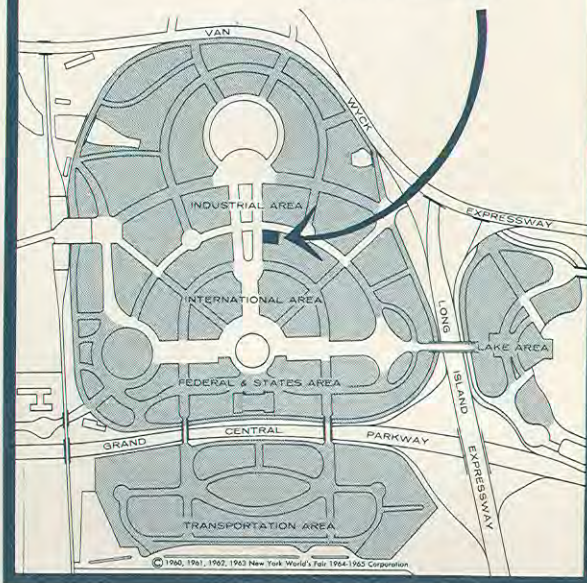
I remember a few years ago going over to join General Clay and write a report on the Ruhr. While there I went to Garmish in Austria and had a wonderful time. I never got around to writing the report 'til the last night I was there and I had to stay up all night to write it.

Now we are delighted that you're here. And we think you have a lot to show. Again I must emphasize the fact that if you just present the best things you have, don't worry about the size of the exhibit, don't worry about how much money other people are spending, and don't worry over the fact that while you have the government blessing, you are not strictly speaking a government exhibit. In many ways, we would rather deal with the leading citizens than with governments.

Thank you for coming and we'll be in touch with you right along. If there is anything that we can do to help you to expedite your work, smooth your path, just let us know.

## THE AUSTRIAN PAVILION

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## THE AUSTRIAN PAVILION

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THE HONORABLE JOHANNES G. WILLFORT, *Consul General of Austria*

DIPL. ARCHITECT GUSTAV PEICHL

DR. FRANZ KIRCHMAIR of the *Institute of Economic Development of the Austrian Federal Economic Chamber*

MR. OTTO M. SPITZ, *Austrian Trade Delegate in the United States*

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